To | Offerors
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From | Global Partnership for Sustainable Development Data (the Global Partnership)/United Nations Foundation (UNF)
Subject | Development and distribution of web applications as an alternative method for data collection for official statistics.
RFP Issue Date | 3 March 2022
RFP Closing Date | 23 March 2022
RFP Closing Time | 17:00 hours U.S. Eastern Time.
Performance Period | May 2022-July 2022
Performance location | Remote

The Global Partnership is seeking a consultant to support the National Statistics Office of Colombia (DANE) with the design of the user experience and behavioral component for a web survey app. The consultant should have broad experience in strategies to improve the user experience, and behavioral design for web apps. The Global Partnership invites qualified individuals (“Offerors”) to submit a proposal for the requested services. The Contract resulting from this award will be a Services Agreement.

Offerors are encouraged to read this RFP in its entirety, paying specific attention to the scope of services, instructions, and requirements. Issuance of this solicitation does not, in any way, obligate UNF to award a contract, nor will UNF pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror whose offer will be the most advantageous to the Global Partnership/UNF in terms of cost, functionality, and other factors as specified in this RFP.

Section 1: Background and purpose

**Background: United Nations Foundation**
The United Nations Foundation links the UN’s work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, data, global health, peace and security, women's empowerment, poverty eradication, energy access, and U.S.-UN relations. The United Nations Foundation hosts and provides administrative, financial and contractual services for the Global Partnership. For more information, visit www.unfoundation.org.

**Background: Global Partnership for Sustainable Development Data**
The Global Partnership is a fast-growing, dynamic international partnership bringing together hundreds of different organizations including governments, UN agencies, private companies, civil society...
organizations, and many others. The Global Partnership convenes, connects and catalyzes action to address the problems of poor data use, access, quality and production, and to work with stakeholders to fully harness the new opportunities of the data revolution in the service of sustainable development. The Global Partnership aims to link and align action, capacities and resources across geographies, sectors and data communities. For more information, please visit http://www.data4sdgs.org.

Project background: Development and distribution of web applications as an alternative method for data collection for official statistics

Data collection by surveys continues to be a challenge for national statistical offices. Information needs require greater frequency, granularity, timeliness and accuracy than the current data produced, and responding to these needs using traditional methods is increasingly difficult due to changes in the dynamics and structures of data sources. For example, changes in the practices of households and individuals, can make it difficult to contact people and convince them to participate in surveys by traditional methods such as direct interviews.

To respond to these increasing needs, various initiatives have been started by the official statistics sector for standardization, promotion, and execution of projects for the use of data from non-traditional sources. Such initiatives include those of The UN Global Working Group (GWG) on Big Data for Official Statistics and the Machine Learning Group of the High Level Group for the Modernization of Official Statistics, among others. DANE, in coordination with the initiative Data For Now is carrying out a project to extract data from social media to measure SDG indicators from the Goal 16.

User-generated data is an important source of value generation in the private sector. Most of this data is collected through applications, because of the interaction of users in search of value or services offered by the apps. This operating logic can be adopted in the context of the production of official statistics to obtain information from people, while immediately repaying them through a service based on the value generated by users of data.

The use of web apps for official statistics, requires overcoming ethical, legal and technical challenges, such as the possible impairment of the autonomy of users derived from the adoption of behavioral design mechanisms, risks of unlawful effects in the definition of the terms of use and data use policy, and the possibility of making statistical inference without acceptable levels of precision and accuracy.

In 2021, DANE developed a beta version of a web app to carry out the data collection process for the measurement of the SDG indicator 16.b.1 / 10.3.1. As result, a web app was developed with the free plan of the Bubble.io platform and a draft design document was written, in which behavioral and user experience proposals identified some ethical and legal risks.

The objective of this project is to validate the development of web applications and their distribution ethically, legally and technically through social networks, as an alternative method of data collection to produce official statistical information.
The activities to be undertaken of the overall project are:

- Deliver a training course for DANE to increase staff’s technical knowledge and practical capacities to design a data production process that incorporates the design of a web app as the data collection method.
- Design and develop a behavioral, normative, and technical framework for the web app and its terms of use to ensure the legality of the data collection processes through web apps in Colombia.
- Design a web app to collect information for producing the indicator SDG indicator 16.b.1, as a pilot exercise.
- Support the strategy to deploy and distribute the web application for calculating the SDG indicator 16.b.1 through a social network.
- Design a statistical quality framework to analyze the collected data for SDG indicator 16.b.1.
- Identify the ethical, legal and technical risks of the development and distribution of web applications in the context of a data production process, and the mechanisms for their elimination, reduction and mitigation.
- Provide recommendations on the viability of the development and distribution of web applications as an alternative method of data collection for official statistics.

Three consultants will be hired to undertake all of the activities described above. The scope of services below describes the work of one of the three consultants.

**Section 2: Scope of services**

The Global Partnership is seeking a consultant to support DANE with the design of the user experience and behavioral component for a web survey app. The consultant should have broad experience in strategies to maximize the user experience by improving usability and accessibility and behavioral design for web apps.

**Profile**

Behavioral design expert for web apps, with experience developing user experience structures and behavioral designs for web applications that are used as part of the official statistics production processes. Vast knowledge of ethical and conceptual behavioral frameworks to be applied in strategies that involve the use of digital media data for academic and marketing initiatives. Knowledge and participation in projects related to citizen generated data.

**Key tasks for this consultant include**

- Design training materials for and deliver a 15-hour training course to approximately 10-20 DANE staff members on user experience, including usability and accessibility, and behavioral design of web applications, focused on the objective and requirements of the project.
- Design and document the functionalities and key components of the graphic interface and the logic of the web app, aiming to increase user engagement with the application, according to the purpose and the requirements of the project and based on user experience design and behavioral design.
● Work closely with the other consultants of the project to integrate the user experience and behavioral frameworks with the legal and statistical components of the project for the design of a web app to collect information for producing the indicator SDG indicator 16.b.1.
● Be in frequent communication with the Latin American and Caribbean Regional Manager, other Global Partnership team members and consultants, and DANE’s team to provide and receive guidance, technical advice, and feedback.
● Prepare a final document describing the design process learned lessons, conclusions, recommendations, and analysis on the feasibility of the proposed method of alternative data collection method for other projects.

Deliverables

By 10 May 2022:
● Prepare and facilitate one online meeting with DANE staff to assess the specific needs for the training sessions, identify different factors, such as number and duration of sessions, dates and times, the content of the course, number and background of participants and IT resources, in order to choose the most appropriate plan and method for the team and agree on the tools and software needed during the training course.

By 17 May 2022:
● Prepare a detailed document with the chosen methodology, schedule, contents of each module and the tools that will be used during the training course.

Between 17 May and 12 July 2022:
● Prepare and provide a comprehensive training course and corresponding materials, with a 20-hour curriculum, which include the design of the user experience and behavioral design for the project within the course study plan.

By 17 June 2022:
● Write and develop the user experience and behavioral design document containing a description of the possible design approaches, their ethical or legal implications, and a justification for the final design approach used.

By 20 July 2022:
● Write a final report on the training course with (1) feedback to training participants on their installed capacities and (2) recommendations for continuous implementation.

By 29 July 2022:
● Submit the minutes of socialization and feedback sessions with other team members.

By 29 July 2022:
● Submit a final document describing the sample design process with conclusions, recommendations and possible improvements in other application cases.
Qualifications

**Essential**
- Advanced university degree in user experience, behavioral design, design for interaction and graphic design, software engineering, web development and/or psychology.
- Proven experience in the conceptual design of digital developments, applications development, user experience, behavioral design, design for interaction, graphic design, or related.
- Proven experience in at least 3 projects, designing and implementing user experience, behavioral design and/or ethical design in web applications.
- Proven skills in designing, implementing, monitoring, and reporting on training initiatives.
- Excellent communication and presentation skills, analytical and interpersonal abilities
- Excellent oral and written communication skills in English and Spanish.
- Experience working with technical experts and people from diverse cultures and professional backgrounds.

**Desirable**
- Experience or knowledge of data production processes in national statistical offices
- Familiarity with the 2030 Agenda and the SDG indicators framework
- Experience with projects involving UN agencies and other multilateral organizations

Section 3: RFP conditions

UNF reserves the right to:
- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

Nothing in this RFP is, or should be relied on by Offeror as a promise or representation by UNF. UNF does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies to any written notifications are transmitted to the Offeror solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential.

Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of UNF and will not be returned. In submitting a proposal, the Offeror must agree that the offer shall remain firm for a period of no less than 120 days from the RFP closing date. Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

Section 4: Proposal preparation instructions

Proposals are expected to be comprehensive and include the information set forth below. Elaborate or unnecessarily voluminous proposals are not desired. Proposals must be submitted in English.
1. **Proposal narrative, no more than five pages**

   The proposal narrative will include:
   - A brief description of the Offeror’s experience and expertise in the field that illustrates overall qualifications and capabilities to meet the terms of the RFP
   - A brief description of the Offeror’s understanding of the scope of services and proposed methodology for the work

2. **Resume or CV**

3. **List of past and current clients/references**

4. **Cost requirements**

   The Offeror should include a detailed budget, which at a minimum includes the daily rate and level of effort for each person who will work on the services described above. All budgets must be in U.S. dollars. Do not include costs for travel in the budget; should any travel be approved it will be reimbursed at cost.

**Proposal Submission**: Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: proposals@data4sdgs.org. Be sure to include in the subject line: Development and distribution of web applications as an alternative method for data collection for official statistics. UNF will not accept proposals received by fax or mail.

All proposals are due by the date and time stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.

**Section 5: Selection**

The Global Partnership will review proposals with the goal of selecting the Offeror most advantageous to GPSDD, based on the qualifications listed above, as demonstrated by the proposal materials. The Global Partnership will consider the Offeror’s capability to deliver the scope of services, and the feasibility of the approach. The Global Partnership intends to enter into a contract that provides the best value and benefit, not necessarily the lowest price. The Global Partnership may meet with one or more Offerors prior to selection.

**Section 6: Terms of payment**

Payment terms for the award shall be on a fixed fee basis. Payment is dependent upon receipt of valid invoice, and contingent upon successful completion of deliverables and related activities, at the sole discretion of UNF. Payment shall be made in U.S. dollars by the UNF via check or electronic funds transfer/bank wire. The final payment terms in the contract will control, not this RFP. No advance payments will be provided.